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THE UNITED STATES OF AMERICA

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FILING DATE UNDER 35 USC 111.**

APPLICATION NUMBER: 60/583,601

FILING DATE: June 30, 2004

**By Authority of the
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PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

U.S. PTO
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87582601
063004

Express Mail Label No. _____

INVENTOR(S)

Given Name (first and middle [if any])	Family Name or Surname	Residence (City and either State or Foreign Country)
Roni	Gordon	Neta'im, ISRAEL

Additional inventors are being named on the _____ separately numbered sheets attached hereto

TITLE OF THE INVENTION (500 characters max)

Monitoring Calories Intake

Direct all correspondence to:

CORRESPONDENCE ADDRESS Customer Number: _____

OR

<input checked="" type="checkbox"/> Firm or Individual Name	Centrition (Israel) Ltd. Attn.: Ms. Roni Gordon			
Address	D.N. EMEK SOREK			
Address				
City	Moshav Neta'im	State	/	Zip 76870
Country	ISRAEL	Telephone	3-9562705	Fax 1-972-57-7971601

ENCLOSED APPLICATION PARTS (check all that apply)

<input checked="" type="checkbox"/> Specification Number of Pages	36	<input type="checkbox"/> CD(s), Number _____
<input type="checkbox"/> Drawing(s) Number of Sheets		<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76		

METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT

<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.	FILING FEE Amount (\$)
<input type="checkbox"/> A check or money order is enclosed to cover the filing fees.	
<input type="checkbox"/> The Director is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number: _____	
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The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

<input checked="" type="checkbox"/> No.	REGISTRATION NO. (if appropriate) Docket Number: _____
<input type="checkbox"/> Yes, the name of the U.S. Government agency and the Government contract number are: _____	

[Page 1 of 2]

Date June 23, 2004

Respectfully submitted,

SIGNATURE Roni Gordon

TYPED or PRINTED NAME RONI GORDON

TELEPHONE +972-3-9562705 / 1-972-57-4080809

REGISTRATION NO.
(if appropriate)
Docket Number: _____

USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT
 This collection of information is required by 37 CFR 1.51. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including the gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Monitoring Food Intake

Inventor: Roni Gordon

EXECUTIVE SUMMARY

The Need

The population in developed countries is getting fatter – 64.5% of all adults in the USA are classified as either overweight or obese¹. Studies suggest that while willpower obviously plays a role, environmental factors such as portion size, price, advertising, the availability of food and the number of food choices presented can influence the amount the average person consumes². ***Driven by consumer demand and fear of regulation and litigation, food makers, retailers and service providers are looking for feasible ways to help consumers eat reasonably.***

Over two thirds of Americans claim they wish to make a change in their eating patterns. But ***while consumers want to be healthy, they also want their food to be tasty, cheap and convenient***³. Experience shows that trying to make consumers eat only foods that are good for them simply doesn't work. Moreover, "good" is a dynamic term — health fads come and go. The American Council for Fitness and Nutrition and the American Dietetic Association have concluded that ***all foods, when consumed in moderation, can be part of a healthy diet***. But although what people eat is ultimately a matter of personal choice, the industry must find ways to help make it an educated choice⁴.

A recent report by the FDA's Obesity Working Group calls for re-focusing attention on the simple scientific fact that ***weight control is primarily a function of caloric balance***, stressing the message that "Calories Count"⁵. But reducing caloric intake is difficult without appropriate tools. The vast majority of adults are calorie-conscious, but less than 30% say they know the calorie content of their food and less than 5% know how many calories they need in order to maintain their current weight⁶.

Most consumers wish to monitor their food intake, but lack the basic tools to do so. Only an across-the-board paradigm shift that makes calories the focal nutritional information for all foods will allow them to achieve the necessary balance and moderation in their eating habits.

CENTICAL™ – Weight Control Made Realistic

CENTICAL™ is not a diet method. It is a holistic and flexible framework for nutrition control, compatible with all theories and practices of nutrition. The CENTICAL™ system embodies an ingeniously simple paradigm shift in the food world, providing the infrastructure for a new food measurement scheme that constitutes a realistic tool for calories counting.

The CENTICAL™ Concept: Instead of selling food the traditional way, by weight or volume, let's offer food the CENTICAL™ way – packed or measured in relevant units defined by nutritional content.

The CENTICAL™ Method: CENTICAL™ creates a holistic framework, which allows consumers to define a nutritional budget and make informed, controlled and flexible choices about the foods they eat within its limits.

- [a] Let's offer foods packed or measured in caloric content units.
- [b] Let's choose caloric content units that are round numbers.
- [c] The optimal base nutritional unit is 100 calories.
- [d] Let's make 100 calories the new nutritional reference unit and define a new base coin in food measurement, the CENTICAL™: **CENTI** = 100 **CAL** = CALORIES

CENTICAL™ turns food monitoring from an impossible chore to a simple undertaking. Counting calories boils down to counting how many CENTICAL™ portions were eaten.

The CENTICAL™ Calorie Content Marking System: The common denominator of all CENTICAL™ products will be large and clear graphic marking of the caloric content of the food package, presented at the point of eye contact, at the front of the package.

Product Range: CENTICAL™ products will include all food kinds, allowing consumers to choose their food according to their individual preferences and dietary guidelines.

Product Types: CENTICAL™ products come in several major varieties, including supermarket selections, food service selections and measuring tools.

CENTICAL™ Indications: Each CENTICAL™ product and portion will be labeled with a label on or in the package, showing the CENTICAL™ symbol, the caloric value and selected additional nutritional information. The CENTICAL™ indication is a clear, modular and prioritized graphic presentation of the few select nutritional parameters that are the crux of educated consumer choices.

CENTICAL™-Centered Nutritional Label: Our vision is that in addition to (or instead of) stating the food's macro and micronutrient content per 100 gr. or per serving, the nutritional label will state the macro and micronutrient content per CENTICAL™. Using the CENTICAL™ as a reference unit instead of the ill-defined "serving" will allow consumers to bridge the boundaries between food categories and maximize the nutritional value of the calories they consume.

CENTICAL™ – Who Is It Good For? CENTICAL™ is where major trends in the health, wellness and food industries converge. Whichever way you look at it, CENTICAL™ is the obvious answer to the needs of a well-defined pull market:

- ✓ **For food industry players,** CENTICAL™ offers a feasible way to adapt their business in line with the mounting pressure to help consumers eat reasonably. CENTICAL™ will even help business by saving less healthy foods and encouraging impulsive shopping by weight-conscious consumers.
- ✓ **For the consumer,** CENTICAL™ represents a modest but effective investment in wellness. With consumer psychology at its core, the method is effective because it is holistic, realistic and flexible. It takes into account our conflicting desires to diet and to indulge, our need for simplicity, convenience and taste. CENTICAL™ is a convenient way to diet and a convenient way to shop for food that allows even weight watchers to grab-and-go.
- ✓ CENTICAL™ will allow us to change our eating habits in moderation, increasing our chances for long term success. If CENTICAL™ can work for the average person, CENTICAL™ can work for society. The system will be easy to assimilate and easy to teach. Even children can count calories with CENTICAL™.

Business Model & Business Strategy

CENTICAL™ is a global concept, applicable to all foods in all food cultures. CENTRITION will generate its revenues by franchising various components of the business for use by various customers in various geographic territories. Our potential customers include all involved in the food production, packaging and sales chain, including food manufacturers, wholesalers, retailers, service providers, the packaging industry and even utensil manufacturers. The broad applicability of the system guarantees a large volume of deals that will allow the company to thrive.

Our intention is to launch the CENTICAL™ system on a very large scale, starting with a wide range of popular products simultaneously in a significant number of stores. We assume that once the concept is successfully launched and brought to public awareness, there will be a growing market demand for CENTICAL™ products. We believe that CENTICAL™-based food products will capture a significant and growing share of the global food market.

The market is flowing in the CENTICAL™ direction. While carrying the largest burden, the first major player to launch CENTICAL™ will also reap the greatest rewards. By providing a holistic solution for wellness-oriented consumers, our first customer will become a one-stop shop for this huge segment of the market.

THE NEED

The Obesity Epidemic—Forcing Changes in the Food Industry

Experts agree that the population in developed countries is getting fatter — 64.5% of all adults in the USA are classified as either overweight or obese⁷. The obesity epidemic is one of the most popular topics in all types of news media. Speaking in San Diego at the largest-ever conference on childhood obesity, Dr. Richard Carmona called *obesity the fastest growing cause of illness and death in the United States* and said it deserved more attention than any other epidemic⁸.

The obesity problem translates into a significant economic burden on the public. Obesity-related medical bills in the U.S. reached \$75 billion in 2003. More than half this sum, about \$39 billion — or about \$175 per taxpayer — was paid by taxpayers through Medicare and Medicaid programs. Taking into account not only obese people but also those who are just a few pounds over an ideal weight, the total annual medical bill reached \$93 billion in 2003. And this sum includes only direct medical costs related to extra weight but not indirect costs such as time off work⁹.

As worries about obesity sharpen, so does the search for somebody to blame. Traditionally, losing weight has been viewed as a matter of personal responsibility. But a growing number of studies suggest that while willpower obviously plays a role, *environmental factors such as portion size, price, advertising, the availability of food and the number of food choices presented can influence the amount the average person consumes*¹⁰. Consequently, consumer groups blame fast-food restaurants, food companies and the government for America's obesity problem¹¹. For many, especially "public interest" groups, evidence of damage also is evidence of liability¹².

Government authorities are taking action, as evidenced by a *flood of legislative solutions that are being proposed*. For example, in 2003 lawmakers of the various states in the U.S. filed more than 140 bills aimed at obesity, nearly double the 72 filed the year before. In the District of Columbia and half a dozen states, lawmakers are debating bills that would require fast food and chain restaurants to post nutrition information such as caloric, fat and sugar content on menus¹³. Consumer groups are proposing a "fat tax" on some junk foods — and even nutritional "warnings" on product packaging. Taxes on high-calorie snacks and soft drinks aren't out of the realm of possibility¹⁴. *Regulatory authorities such as the FDA are reconsidering nutrition label regulations, seeking to improve the quality of information given to the public*¹⁵.

JP Morgan analyst Arnaud Langlois called this year's World Health Organization report on obesity "a time bomb for the food industry"¹⁶. Producers, processors and industry associations are very concerned that they will be targeted as a special cause of obesity and that bad publicity will damage sales¹⁷.

An additional concern in the industry is the growing momentum of litigation. At least seven such lawsuits have been filed, said John F. Banzhaf III, a professor of public interest law at George Washington University¹⁸. Professor Banzhaf, best known for spearheading billion-dollar victories over the tobacco industry and widely credited for the removal of cigarette commercials from television is now channeling similar energy into reforming fast food¹⁹.

Some of the food companies are more vulnerable to threats of lawsuits and government regulations than others. An analyst's report from J. P. Morgan in April 2003 named big companies most likely to suffer (Hershey, Cadbury, Coca-Cola, PepsiCo)²⁰. Not surprisingly, major foodmakers and foodsellers are attempting to take steps to stave off disaster.

Many companies have recently appointed advisory boards of top nutritionists. "**All big food companies are re-examining their product lines and how they market them,**" says Marion Nestle, nutrition department chair at New York University. Companies are changing their portfolios, the composition of their products, their packaging and their nutrition labels. For example, Cadbury's portfolio, five years ago, was 80% chocolate; now it is 55% chocolate. McDonald's menus now feature salads and fruit. The composition of foods that are not dietary or health-oriented, and even of junk food, is being revised. PepsiCo, for example, says it has taken all the Trans fats out of its Frito-Lay snacks. The change cost Frito-Lay in the tens of millions of dollars, but this could be a wise investment, judging by recent trends. In the first three quarters of 2003 unit sales volume for Frito-Lay's "better-for-you" products grew about 25%.

Kraft has initiated a global overhaul of the way it creates packages and promotes its foods. Kraft plans to reduce the portion size, fat and calories of many of its foods, a move that other major food companies worldwide are expected to mimic²¹. Even McDonald's has begun to provide the public with nutritional value information. Branches in New York, New Jersey and parts of Connecticut now advise customers which items on the menu they can choose in order to reduce their intake of fat, carbohydrates and calories. "We are trying to educate our customers that the foods they love at McDonald's can fit into the diet they're on", said Cristina Vilella, marketing director for the company's New York Metro region²².

Some food industry supporters believe the lawsuits have spurred the rush of companies announcing new, healthier products, but **changing food also may be in the best interest of companies, and even may be necessary for their survival.** In

discussions with industry officials and other experts across the food industry, most observers expect that the building "war on obesity" will have both winners and losers, and that the "nimble, skillful and fortunate" will be able to position themselves to take advantage of new concepts and ideas as they emerge, while the complacent and slow-moving may well be left behind²³.

Driven by consumer demand and fear of regulation and litigation, food makers, retailers and service providers are looking for feasible ways to help consumers eat reasonably.

Trends in Food Shopping – What Are Consumers Looking For?

An old industry truism holds that "the consumer is king". Food retailers today would update that saying to "the consumer is dictator"²⁴. Analysis of trends in food shopping shows what it is this consumer is looking for:

Wellness: Defined in one expert's opinion, Wellness is money spent to make you feel healthier, even when you're not "sick" by any standard medical terms. The Wellness Industry has shown astounding growth, rising from virtually zero in 1990 to \$200bl in y2000. It is estimated that this \$200bl will become one trillion – or more – by the year 2010²⁵. **Weight control and healthy eating habits** are a central facet of the quest for Wellness. More Americans are seeking information on food and nutrition, tuning in to healthful-eating messages and taking action to improve their nutrition and health than at any time in the past decade²⁶.

While fat content is less of concern today, people still want to lose fat. In fact, weight-loss has become the No. 1 dietary trend²⁷. Sixty six percent of women and 51% of men state they need to lose weight²⁸. At any given time, nearly 29% of men and 44% of women are trying to lose weight²⁹. Even among those who are not overweight, increasing numbers attempt to monitor their daily food intake in order to maintain their current weight or to improve their health and well-being. Only 26% of Adults are unconcerned with their weight³⁰. **Over two thirds of Americans wishing to make a change in their eating patterns constitute a substantial engine for a move.**

Convenience: A glance at the past century's food development milestones suggests that **the food industry is driven by consumer demands for convenience**. Convenience, however, is a dynamic term that seems to change with each generation³¹. These days, people want different things from their food. Individually wrapped and portioned products are hot. From frozen peanut butter and jelly sandwiches to fried chicken, convenience and single size packages are everywhere³².

Convenience is also the name of the game in weight management, with most consumers looking for do-it-yourself weight control tools³³.

Taste: According to the Food Marketing Institute's annually conducted food trends analysis, "taste" has always been the #1 requisite of consumers³⁴. The trouble is that *consumers want contradictory things. They want to be healthy, but they also want their food to be tasty, cheap and convenient*, all of which point in the opposite direction³⁵.

Attempts by foodmakers to satisfy the public appetite for nutritionally conscious products generated notable flops such as Taco Bell's Border Lite menu, Kellogg's low-fat Pop-Tarts, Kraft's reduced-fat Chips Ahoy and, most infamous, McDonald's McLean burger³⁶. A new Harvard Medical School study suggests that children between the ages of 9 and 14 who diet are more likely to gain weight than those who do not — in part because once they have denied themselves certain foods, they can end up overeating or bingeing on those same foods³⁷. The lure of fat and sweets remains deeply embedded in our brains and in our history³⁸.

It is not surprising that while over \$950 billion are spent each year in the USA on food³⁹, only \$34.7 billion are spent on products defined as "dietary"⁴⁰. *The figures indicate that "dietary" foods do not give an adequate response to the needs of dieting consumers.*

Health-conscious Americans constitute a huge and growing market. This market is eager for a fair solution that will allow consumers to monitor their food intake easily while eating only conveniently available, reasonably priced, palatable food.

So How Should The Food Industry Help Society Be Leaner?

On the whole, the world's food is getting healthier. Diet, on the other hand, is getting worse. With all the new 'healthier' foods available these days, you would think that Americans would be losing weight, be stronger and healthier. The statistics show that just the opposite is true⁴¹.

There is a chaotic abundance of ideas and suggestions about what should be done about weight control, and by whom. Efforts to change food, improve nutritional habits and reduce obesity are complicated by a fundamental problem: *Scientists still haven't decided on the healthiest approach to dieting.*

Experience shows that trying to make consumers eat only foods that are good for them simply doesn't work. In a recent report on obesity, Merrill Lynch described the food market as "bipolar," divided between our urges to diet and to indulge⁴².

Moreover, "good" is a dynamic term, affected by a host of individual and social factors. ***Health fads come and go, just as hemlines rise and fall***⁴³. The Natural Marketing Institute (NMI) has released a study focusing on what it calls "wellness polarization" — a move by consumers "away from more moderate attitudes about health and wellness and toward opposing ends of the spectrum": either all-natural or all-carbs or all-protein or all-whatever⁴⁴. In 1985 people gave up caffeine; in 1987, salt; in 1994, fat. Now, it's carbohydrates. All those previous fads faded⁴⁵. A report issued by the Hartman Group calls the current low-carb craze a passing fad, although it considers it an indicator of a wider trend regarding the eating habits of Americans in general. Only about 1% of all consumers can be expected to become long-term followers of a low-carb diet, and even this could be an overestimate⁴⁶. In response to attempts to classify foods into good and bad, the position of the American Council for Fitness and Nutrition⁴⁷ and the American Dietetic Association⁴⁸ is that:

All foods, when consumed in moderation, can be part of a healthy diet.

"Diet related health problems are more a matter of unhealthy diets than unhealthy foods", said Dr. Mark McClellan, commissioner of the FDA. "It is the lack of useful information that is prompting consumers to make unhealthy eating choices". The conclusion reached by Roger Deromedi, Kraft co-CEO, is that "***What people eat is ultimately a matter of personal choice, but we can help make it an educated choice***"⁴⁹. The question is what is the most beneficial information and how can it be used effectively.

On August 11, 2003, Mark B. McClellan, M.D., Ph.D., Commissioner of Food and Drugs, created the FDA's Obesity Working Group (OWG). He charged the OWG to prepare a report that outlines an action plan to cover critical dimensions of the obesity problem from FDA's perspective and authorities. "Our report concludes that there is no substitute for the simple formula that 'calories in must equal calories out' in order to control weight," said FDA Deputy Commissioner Lester M. Crawford, D.V.M., Ph.D. "We're going back to basics, designing a comprehensive effort to attack obesity through an aggressive, science-based, consumer-friendly program with the simple message that 'Calories Count'⁵⁰."

According to the FDA, there is one basic scientific truth about weight control:

Weight control is primarily a function of caloric balance. You are sure to lose weight if you consume less calories than you burn.

James O. Hill, PhD, director of the Center for Human Nutrition at the University of Colorado Health Sciences Center in Denver, found that people are gaining one to

two pounds a year. The reason is that they eat a tiny amount more every day than they should — no more than 100 calories more. The solution is simple — "eat less," says Hill. More specifically, cut 100 calories every day⁵¹.

But even this small change is difficult to make without the appropriate tools. Previous paradigms aimed at helping people reduce their caloric intake (e.g. introduction of diet foods or low-fat foods) gained many followers but, as the obesity figures show, produced little effect. We believe that only an across-the-board paradigm shift that makes calories the focal nutritional information for all foods in all categories can create a supportive environment for calories counting habits.

Calories, the common denominator of all foods, are the aspect of nutritional content that is best known to the public. Yet a survey conducted by the CENTRITION team shows that *while the vast majority of adults are calorie-conscious, less than 30% know the calorie content of the food they eat and less than 5% know how many calories they need in order to maintain their current weight*⁵².

Despite the abundance of diet books, increasing media attention and growing consumer awareness about nutrition, consumers have trouble using the language of nutritional content. Without knowing the caloric value of our foods or our daily calorie requirements, we can neither reduce our caloric intake nor substitute healthy foods for unhealthy ones within our caloric budget. Without an easy-to-use frame of reference we just can't apply the nutritional content information we're given to guide our nutritional choices. This lacking information holds a key to successful long term changes in our eating habits.

THE PARADOX: *Everybody now agrees that most consumers wish to promote their wellness by monitoring their food intake, but lack the basic tools to do so. Only with the appropriate tools will we be able to achieve the necessary balance and moderation in our eating habits.*

This is where CENTICAL™ comes into the picture.

CENTICAL™ – WEIGHT CONTROL MADE REALISTIC

The CENTICAL™ system embodies an ingeniously simple paradigm shift in the food world, which gives consumers a realistic tool for controlling their food intake.

The CENTICAL™ Concept

The obvious way to give consumers control over their food intake is to provide them with portions measured directly in relevant units of nutritional content.

Instead of selling food the traditional way, by weight or volume, let's offer food the CENTICAL™ way – packed or measured in units defined by nutritional content.

- ✓ CENTICAL™ provides the infrastructure for a uniform food measurement scheme based on nutritional content.
- ✓ The CENTICAL™ approach creates a paradigm shift by defining a uniform nutritional frame of reference for all food types.
- ✓ This is the simplest way to help consumers grasp the relevant nutritional information, thereby giving them a practical tool for food monitoring.
- ✓ As consumers gain the means to control their nutritional intake, food manufacturers, retailers and service providers free themselves of excessive responsibility.

The CENTICAL™ Method

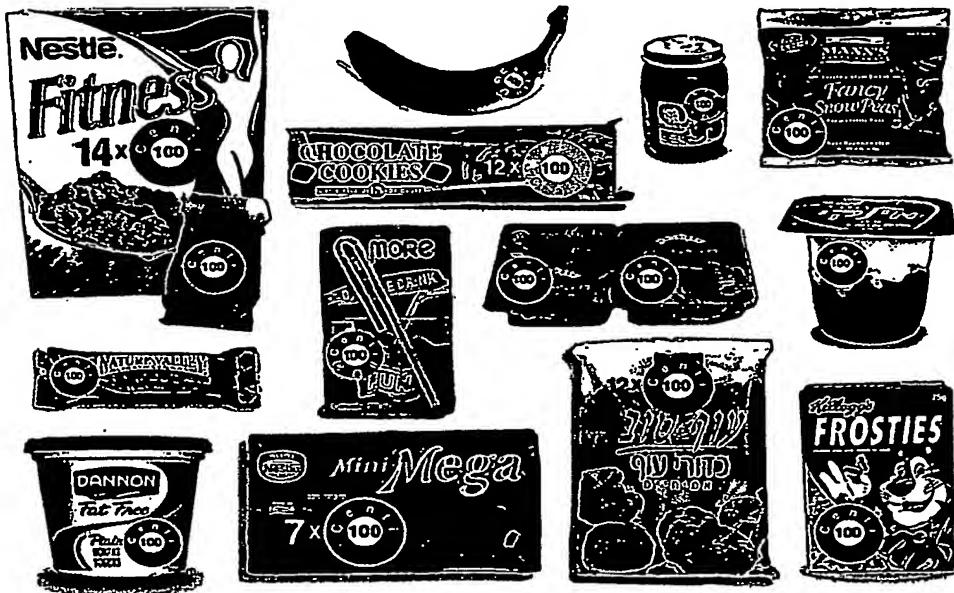
CENTICAL™ is an intuitive yet surprisingly new method that creates a holistic framework for nutritional control. Based on a few simple tools, CENTICAL™ allows consumers to define a nutritional budget and make informed, controlled and flexible choices about the foods they eat within its limits. The modular CENTICAL™ method has four main facets, which can be adopted in whole or in part as an implementation of the basic CENTICAL™ concept:

- [a] A caloric budget is a frame of reference that can augment and improve any weight control method. So ***let's offer foods packed or measured in caloric content units***.

* The CENTICAL™ concept may also be implemented by offering food in other nutritional content units, such as carbohydrate content, protein content etc.

- [b] Adding round numbers is fast and easy, and only fast and easy methods work. So let's choose caloric content units that are **round numbers**.
- [c] In addition to being easy to use in calculations, the base caloric unit must be reasonable as a serving size — neither too small nor too large. Based on analyses of current trends in the food industry, we believe that **the optimal base nutritional unit is 100 calories**. So let's define the basic serving for each type of food as the minimal reasonable portion, rounded to the nearest 100 (or sometimes 50) calorie unit.
- [d] If 100 calories are the optimal base unit, let's make **100 calories the new nutritional reference unit and define a new base coin in food measurement, the CENTICAL™**:

$$\boxed{\text{CENTI}} = 100 \quad \boxed{\text{CAL}} = \text{CALORIES}$$

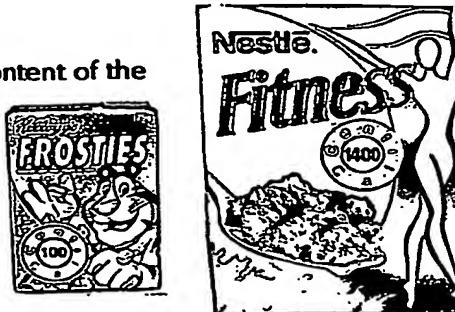


With thousands of food products available to us, we need easy-to-access and easy-to-use tools that will allow us to make informed nutritional choices. The new CENTICAL™ unit is precisely that kind of tool. CENTICAL™ enables defining and implementing a caloric budget and serves as a reference unit that bridges the boundaries between food categories and enables comparisons and educated choices among foods of all kinds.

The CENTICAL™ Calorie Content Marking System

The common denominator of all CENTICAL™ products will be large and clear graphic marking of the caloric content of the food package, presented at the point of eye contact, at the front of the package. Every CENTICAL™ product will be marked with a clear, graphic indication of its caloric content, in the following manner:

- Every food package will state the caloric content of the total amount of food it contains. Whether buying an individual-portion product, a multi-pack or an economy pack, the consumer must know the caloric contents of the entire package.



- If the package contains more than one portion, the total caloric content may be stated as a product of the caloric content of an individual portion and the number of portions in the pack. This, however, requires that the package be provided with the means for dividing it into individual CENTICAL-ly-sized portions.

For example, in the case of multi-packs and portioned products, each individual pack will contain a CENTICAL-ly-sized portion. That's why it's reasonable to state the caloric content of entire multi-packs as the product of the caloric content of an individual pack and the number of individual packs in the package. Every individual pack will also be marked with an indication of its caloric content.



The same principle applies to economy packs. If the pack is equipped with an inherent one-step measuring tool for individual CENTICAL-ly-sized portions, it is reasonable to state the total caloric content of the pack as a product of the number of portions. The package will contain a page of removable stickers stating the caloric content of each portion.



Product Range

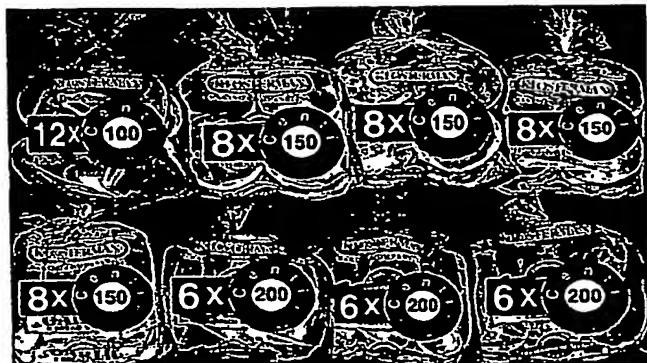
CENTICAL™ products will include all food kinds, allowing consumers to choose their food according to their individual tastes, preferences and dietary guidelines. The range includes:

- **Basic products** e.g. bread, cereal, rice, pasta, fruits, vegetables, meat, poultry, fish, beans, eggs, nuts, milk, yogurt, cheese, fats, oils, sweets.
- **Ready-to-eat products**
- **Fresh, frozen, cooked and canned food**
- **Soft drinks, juices and alcoholic beverages**

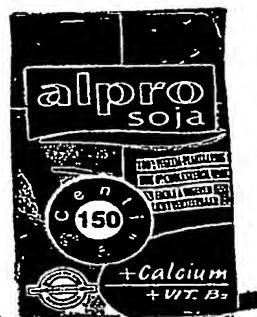
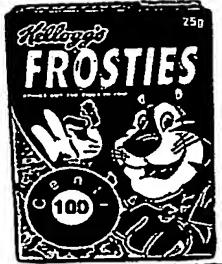
Product Types

CENTICAL™ products come in several major varieties:

✓ **Supermarket Selections:**



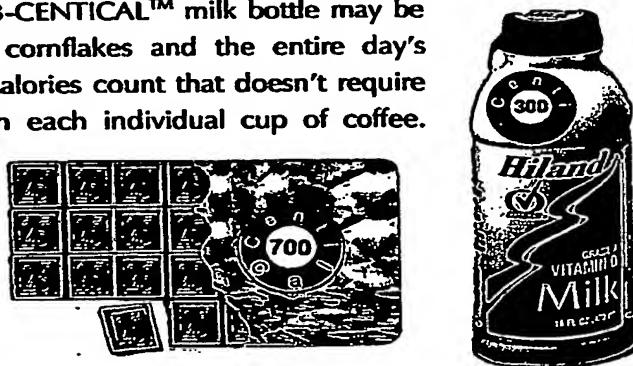
- **Individual portion packages** with a predetermined calorie content, usually a CENTICAL™ multiple;



- **Various types of multi-packs & portioned products**, including pack-in-pack, joined packages, multi-packs or packs with portion dividers comprising several individual portions with a predetermined calorie content, usually a CENTICAL™ multiple;



- **Mid-size packages intended for consumption by one individual over more than one eating session but within the time-frame set for the caloric budget.** For example, a 3-CENTICAL™ milk bottle may be used for the morning's cornflakes and the entire day's coffee, allowing a daily calories count that doesn't require measuring the calories in each individual cup of coffee. Likewise, a 7-CENTICAL™ chocolate tablet can be eaten at will throughout the week as part of a more flexible weekly caloric budget.

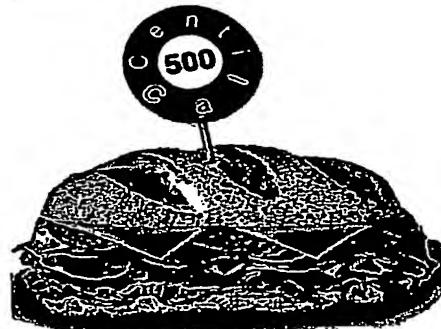
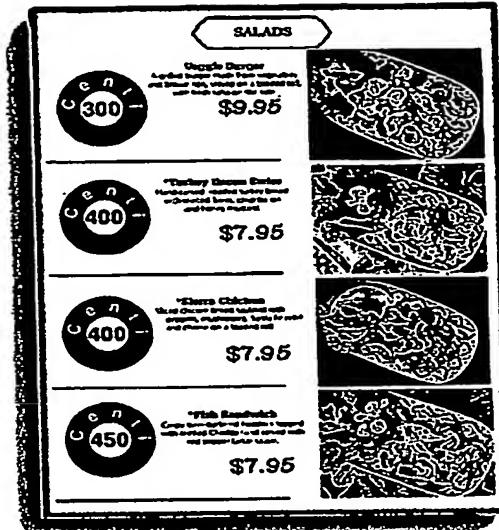
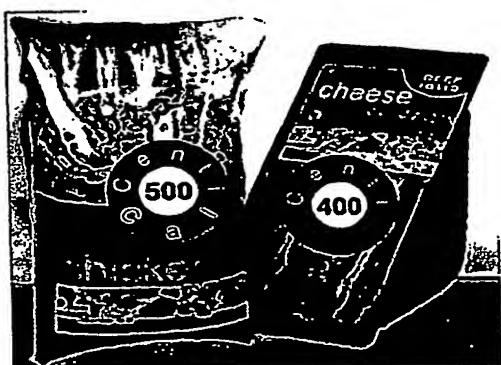


- **Other packs supplied with inherent tools for measuring out food from the package in calorie-based portions.** These tools may include markings on the package, markings on the food itself, bottle caps serving as measurement cups, etc.



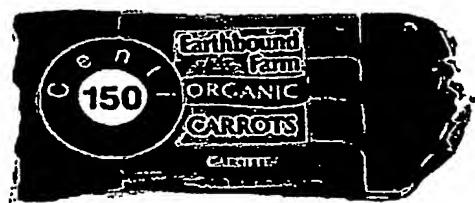
✓ **Food Service Selections:**

- **Restaurant menus**
- **Deli sandwiches**
- **Convenience store offerings**



CENTICAL™ Measuring Tools:

- **Markings on the food**, allowing measurement of partial quantities in CENTICAL™ units;
- **Measuring jugs** with markings for measuring out specified liquids or bulk foods (e.g. flour or cereals) in CENTICAL™ units. These measuring jugs may be offered with the food package or separately;
- **Scales** allowing measurement of foods (e.g. flour, pasta, fruit, vegetables, fats) in CENTICAL™ units.



CENTICAL™ Indications

Each CENTICAL™ product and portion will have a label (preferably a removable sticker) on or in the package, containing the following information*:

- **CENTICAL™ symbol**
- **Primary nutritional information** = **caloric value**, in calories or CENTICALs™.
- **Secondary information** = **selected additional nutritional and/or non-nutritional information, displayed graphically**. The choice of additional information displayed will reflect changing trends in the health, wellness and food industries. It may include standard nutrition statements (e.g. "no sugar", "low sodium"), Food Pyramid Group, relative protein/carbohydrate/fat content, and any other nutritional content information in demand (e.g. "low carb", "high protein"), as well as any other non-nutritional information (e.g. product name, weight, price). Sample labels may (but don't have to) look like this:



- Name of product
- CENTICAL™ symbol
- Number of calories in portion
- Red color classifying the product as belonging to the Food Pyramid Meat, Poultry, Fish, Dry Beans, Eggs & Nuts Group
- "Low Carb" indication, aimed at consumers on low carb diets



- Same, but calorie content is stated in CENTICALs™ instead of calories.



- Name of product
- CENTICAL™ symbol
- Number of calories in the container
- Standard "low fat" indication, as defined by the FDA
- Blue color for the Food Pyramid Milk, Yogurt & Cheese Group



- Name of product
- CENTICAL™ symbol
- Number of calories in the serving
- Rings show relative content of carbohydrates (brown), protein (red) & fat (yellow).



- CENTICAL™ symbol
- Number of calories in the serving

* This sticker is an addition, not a replacement to the nutritional labeling required by law.

CENTICAL™-Centered Nutritional Label

We believe that the CENTICAL™ is the ideal reference unit for use in food labels. Our vision is that in addition to (or instead of) stating the food's macro and micronutrient content per 100 gr. or per serving, the nutritional label will state the macro and micronutrient content per CENTICAL™. Using the CENTICAL™ as a reference unit instead of the ill-defined "serving" will allow consumers to make informed choices, maximizing the nutritional value of the calories they consume. For example, say you want to eat a 4-CENTICAL™ lunch but prefer to avoid carbohydrates or sodium. The CENTICAL™ nutritional label will allow you to compare directly the nutritional benefits of a 4-CENTICAL™ tuna salad and a 4-CENTICAL™ ready-to-eat chicken and vegetables meal.

The CENTICAL™ may also be used as a reference unit for weight and/or volume (e.g. 50 gr/ CENTICAL™), providing a measure of "energy-density". According to a report submitted by the UK House of Commons Health Committee, energy-density, i.e. how much energy the food contains in relation to its weight, is more important than the total amount of energy a food has⁵³. Energy density relates to how satiating, or filling, a food is. For example, a king-size Snickers bar, which weighs 100gr, contains more calories than a main meal of Sirloin Steak served with Potatoes and Broccoli, with a total weight of 400gr. Its high energy-density means that the Snickers bar has a disproportionately high calorie content relative to its satiating effect.

CENTICAL™-Based Pricing

CENTICAL™ may also be used as reference unit for pricing. Instead of (or in addition to) stating the price per weight or volume unit, the item may stated per 100 calories or CENTICAL™.

Documentation Means

CENTICAL™ Diary. Experts agree that keeping a food diary greatly contributes to successful long-term weight loss⁵⁴. CENTICAL™ consumers wishing to document their food intake can simply remove the sticker from the personal CENTICAL™ portion eaten and stick it on the day's page in a CENTICAL™ diary. At the end of the day the diary shows how many calories were consumed and other relevant information such as which foods were eaten and how they were divided among the Food Pyramid Groups.

CENTICAL™ Advantages

CENTICAL™ turns food monitoring from an impossible chore to a simple undertaking. Counting calories boils down to counting how many CENTICAL™ portions were eaten.

- ✓ CENTICAL™ addresses the needs of a growing pull-market that is demanding a convenient, simple and realistic tool for tracking food consumption.
- ✓ CENTICAL™ is a holistic framework that enables consumers to control their nutritional intake without restricting them to a particular choice of foods.
- ✓ Being compatible with all foods, CENTICAL™ is of course compatible with all diets and diet methods.
- ✓ With CENTICAL™, consumers can define a daily calorie budget, which they can use on its own or as a frame of reference to augment their chosen diet method.
- ✓ CENTICAL™ is not difficult to implement, as it does not require major changes either in food products or in food shopping habits.
- ✓ For the consumer, CENTICAL™ represents a modest but effective investment in wellness. For food makers, retailers and service providers, CENTICAL™ represents a means of passing the responsibility for weight control to the consumer and being perceived as pro-consumer.

We believe that before long consumers will be asking for a CENTICAL™ of milk, a three-CENTICAL™ sandwich and a CENTICAL™ of salad.

The CENTICAL™ Method – Frequently Asked Questions

Why calories?

- ✓ **Because a feasible caloric budget is a tool that can augment any diet.** Different people vouch for different diet methods. Calorie counting need not replace any of these. Whatever you choose to eat, keeping within a reasonable caloric budget can only do you good. At the very least, attempting to keep within your calorie budget will make you think more about what you eat. If you're willing to invest a little more thought in your food, keeping a constant calorie budget will allow you to experiment with various diet methods and check what really works for you. And finally, if you're a believer in straightforward calorie-based dieting, well obviously, a calorie budget is just what you need.
- ✓ **Because according to the FDA⁵⁵, the only way to lose weight is either to reduce calorie intake or to increase calorie burning through exercise.** Some suggest that other methods work too, but nobody doubts that as long as you consume less calories than you burn you are bound to lose weight.
- ✓ **Because given the right caloric tools we could effect balanced and moderate changes in our diet.** Instead of going on a drastic "none of this" diet we could eat as little as 100 calories a day less than our daily requirement to produce a moderate and easily maintainable pattern of weight loss. Alternatively, we could substitute the foods we eat by healthier foods while keeping the number of calories we consume constant.
- ✓ **Because most food shoppers are calorie-conscious anyway.** Women buy 82% of all groceries⁵⁶. Sixty-six percent of American women think they are too fat⁵⁷. Analysis of the Food for Women market shows that women pay great attention to the calorie content of their food⁵⁸.

Can't we count calories without CENTICAL™?

- ✓ **We can, but it's awfully difficult.** Nutrition labels normally specify the calorie content per serving. But more often than not consumers find it difficult to estimate what portion of a package constitutes a serving, or how many so-called servings they actually eat. True, the information is there, but we need to make complex estimations and calculations in order to use it. According to a report by the FDA's Obesity Working Group, many consumers are not willing to spend a lot of time reading labels⁵⁹.

- ✓ The US Federal Trade Commission (FTC) is recommending to the FDA that it should re-examine how food labels define serving sizes because these labels "may significantly underestimate the amount of particular foods and calories that people typically consume⁶⁰." The FDA is contemplating a change in policy that would force manufacturers to specify nutrition information for the entire package, not just for serving sizes; "*We want to make sure consumers don't need a calculator to make wise nutritional choices*" said Peter J. Pitts, the FDA's associate commissioner for external relations⁶¹.
- ✓ *Not only is the information on nutrition labels difficult to use, it's also difficult to see!* Nutrition labels are small and crammed. Many people actually have difficulty reading the calorie content, let alone figuring out what it means.

Why multiples of 100?

- ✓ *Because using round numbers is easy. Multiples of 100 are the easiest way to do calorie math, not the only one.* One common thread in food marketing is simplicity. Marketers have learned from earlier failed attempts that complicated serving calculations contributed to consumer resistance⁶².
- ✓ *Because when we examine on-the-shelf products, 100 calories appears to be the optimal base unit in many types of foods.* Many products are already sold in servings that are ±10% from the nearest CENTICAL™ serving.
- ✓ *Because in an industry increasingly centered on snacking and grab-and-go food, 100 calories emerges as the psychologically optimal individual serving size.* Studies conducted by Luna Bar creators showed them women had a 200-calorie threshold when it came to snacking⁶³. Kenneth Cooper, MD, MPH, one of the world's foremost experts on health, nutrition and exercise, has developed guidelines for Frito-Lay's new snack products that include a portion cap of 150 calories⁶⁴. On the other hand, products served in portions of up to 50-calorie are identified as dietary and hence less tasty. If 150-200 is the upper threshold for serving sizes and 50 is not attractive, 100 is ideal.

Normal diet methods tell us what to eat. Why doesn't CENTICAL™?

- ✓ *That's the beauty of CENTICAL™ — CENTICAL™ is not a diet method. It is a broad and flexible framework providing a tool for nutrition control, compatible with all theories and practices of nutrition.* You can eat healthy or unhealthy. You can be a carb fan or a protein fan. You can eat the foods you believe right for your age, gender or health condition. You can consult your

doctor, adopt the current fashion in nutrition or ignore the lot. The choice of what to eat is entirely up to you. But whatever you choose to eat, you will know exactly how many calories you've consumed.

- ✓ **No matter what you choose to eat, CENTICAL™ will provide you with a tool to improve your diet.** With CENTICAL™ you can easily experiment to find your individual caloric budget. You can then stay within this budget and experiment with different foods to see what works best for you.
- ✓ **CENTICAL™ is a platform that will encourage the health and food industries to develop CENTICAL™-based diet methods and tools.** Diets incorporating CENTICAL™ products will obviously be more convenient and easy to follow, hence more effective.

But healthy eating is more than calorie counting!

- ✓ **Obviously, but we've got to start somewhere! That's why in addition to calories, CENTICAL™ labels will indicate other selected, targeted nutritional information, stated in easy-to-grasp units.** For example, labels can be color-coded to help consumers watch their calorie intake while following the guidelines of the USDA Food Pyramid. Other types of information may be selected to address the needs of specific target populations. For example, chains aiming at the elderly population may add statements such as "low sugar" and "low sodium" to the CENTICAL™ labels. Pie charts or other visual means can show the distribution of carbohydrates, proteins and fats where there's public demand for that kind of information.



Blue labels for dairy products



Red labels for meat, poultry, fish, dry beans, eggs & nuts

- ✓ **Grasp all lose all. The purpose of the CENTICAL™ indication is to make it easy to grasp the highest priority nutritional information, not to replace full nutrition labeling.** Full nutrition labels are packed with information that is both hard to read and hard to sort through. With obesity on the rise, locating caloric content quickly and easily is of central importance. That's what CENTICAL™

does. It is a clear, modular and prioritized graphic presentation the few select nutritional parameters that are the crux of educated consumer choices. The rest of the information appears on the nutrition label.

Is the CENTICAL™ method compatible with popular carb-avoiding diets?

- ✓ *Certainly. The core concept of the CENTICAL™ system is that food should be sold not in units of weight or volume but in units of nutritional content—calorie content, protein content, carb content, or any other.* We believe that the basic nutritional content unit is the calorie, but other nutritional units can be used in addition or even instead. For example, the above-mentioned color-coding system could be used to cater to the needs of consumers on a carb-avoiding diet. These consumers would be advised to concentrate on products with red labels and avoid those with brown labels. A more radical approach to the carb-avoiding issue, also protected by the CENTICAL™ patents, would be to eliminate reference to calories entirely and to sell products in units defined by protein and/or carbohydrate content.

CENTICAL™ – WHO IS IT GOOD FOR?

Whichever way you look at it, CENTICAL™ seems like the obvious answer to the needs of a well-defined pull market. Consumers are thirsty for easy-to-use tools to control their nutrition. Lawmakers and opinion leaders are fervently searching for the appropriate tools in the fight for weight control. Whether they want to or not, food providers will have to comply. The CENTICAL™ system is where major trends in the health, wellness and food industries converge.

We believe that CENTICAL™-based food products will capture a significant and growing share of the global food market.

How Does CENTICAL™ Work for The Food Maker & Provider?

CENTICAL™ offers a feasible way for Food Industry players to adapt their business in line with the mounting pressure to help consumers eat reasonably.

- ✓ **By giving consumers a practicable tool for controlling their calorie intake, food makers and providers will make a substantial move to free themselves of the blame for obesity.** The CENTICAL™ method is a way to provide the relevant nutritional information in a transparent and user-friendly manner. This is precisely what the industry has been looking for — the means for passing responsibility to the consumer.
- ✓ **CENTICAL™ can help food consumers with ensuing benefits for the food business.** The CENTICAL™ method is compatible with all foods, not only dietary or health-oriented foods. Offering CENTICAL™ versions of their products may help industry players minimize the changes they have to make in their portfolios. By answering the needs of the weight-conscious majority, food producers and retailers can gain an important advantage and increase their market share.
- ✓ **Offering CENTICAL™ to their clients serves the long-term goal of food manufacturers, retailers and service providers, which is to be perceived as pro-consumer and contributing to society's battle against obesity.** In an era of tough competition and increasing consumer awareness, appearing to put the consumer first can help sales.
- ✓ **CENTICAL™ will encourage impulsive shopping even by weight-conscious consumers.** Most weight-conscious consumers limit themselves to a restricted set of foods. CENTICAL™ will enable them to splurge within their caloric budget.

Won't it be difficult for food providers to implement CENTICAL™?

- ✓ *No. In fact, many products are already sold in servings that are ±10% from the nearest CENTICAL™ serving.* A detailed observation of food packages sold in supermarkets shows that CENTICAL™ multiples are a reasonable size of package for most food kinds:
 - Packaging of bread and cereal products, fruit, vegetables and dairy products can be easily adapted to the CENTICAL™ method.
 - Meat products and some types of ready-to-eat food that do not easily lend themselves to single-CENTICAL™-sized portions can be sold in multiple CENTICAL™ units.
- ✓ *Food service providers can list the CENTICAL™ content of the items on their menu.* Delis could offer a choice of 3, 5, or even 10-CENTICAL™ sandwiches. Even hamburger chains could offer a 6 CENTICAL™ lunch comprising a regular hamburger, a small serving of fries, salad with dressing and a diet beverage.

Won't the CENTICAL™ work only as a niche market, for low or reduced calorie foods?

- ✓ *No! The reduced calorie niche is substantial in itself, but CENTICAL™ aims higher. CENTICAL™ targets the majority of consumers, who on the one hand want to watch their weight and on the other do not want to limit themselves to "dietary" foods.* Applying the CENTICAL™ method to the entire range of food products will provide these consumers with the psychologically realistic solution they are looking for. Food makers and providers will reap the benefits of offering consumers this service, without having to make radical changes in their portfolio.

For diversified food producers, some foods will win, some lose. Why should they go for it?

- ✓ *Because whether they want it or not, whether they gain or lose, food producers are already being forced to adjust to the health-oriented trend in the food industry.* Once CENTICAL™ enters the market, producers will have no choice but to comply with consumer demand.
- ✓ *For many foods, CENTICAL™ may in fact equal survival.* The low-carb craze, for example, has caused its followers to deny carbohydrates altogether, with a significant effect in the market. The health-oriented atmosphere has resulted in changes such as a ban on soft drinks in schools and a decline in French Fries sales. CENTICAL™ may turn out to save many of these foods, which can be sold in portions with reasonable caloric content.

So, will food manufacturers be willing to invest in CENTICAL™?

- ✓ Yes! When consumers are looking to buy manufacturers are willing to invest. With CENTICAL™, food manufacturers can give their customers what they both need and want. This is an opportunity to meet the demands of the weight-conscious majority, allowing food producers and retailers to gain an important advantage and increase their market share.

How Does CENTICAL™ Work for The Consumer?

Without limiting consumers to a restricted set of foods or forcing them to radically change their shopping patterns, CENTICAL™ provides a framework for nutrition monitoring that is holistic, flexible and realistic.

- ✓ With consumer psychology at its core, CENTICAL™ offers consumers a realistic prospect for long term success. CENTICAL™ will make it easy to maintain healthy, moderate eating habits, eating food we actually enjoy with no unnecessary fuss or deprivation.
- ✓ CENTICAL™ is a convenient way to diet. In addition to the obvious advantage of facilitating calorie counting, CENTICAL™ will make it easy for weight watchers to shop for varied, palatable food suiting their tastes and nutritional needs.
- ✓ CENTICAL™ is a convenient way to shop for food. The availability of a large variety of products within the system, all easily identifiable on supermarket shelves, will make it easy to shop for food tailored to the nutritional needs and lifestyles of individual family members. With CENTICAL™ even weight watchers can grab and go.
- ✓ CENTICAL™ products represent a modest yet effective investment in health and wellness. Offering foods that are generally cheaper, but also tastier and more varied than specialized health or dietary foods, the CENTICAL™ method is a reasonable move towards a reasonable lifestyle.

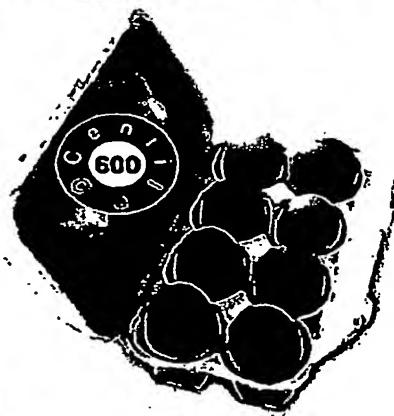
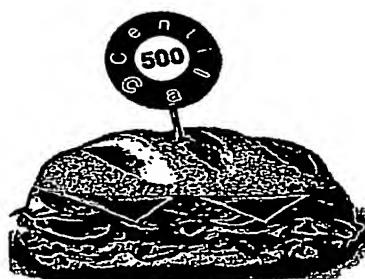
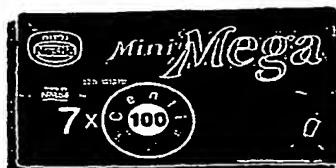
What does a typical day look like for a CENTICAL™ consumer?

- ✓ Define an X-CENTICAL™ calorie budget for the day. Eat whatever you want, wherever you want, whenever you want, but make sure your CENTICALS™ add up to X.

You can set out a CENTICAL™ milk bottle for the entire day's coffee supply and use it throughout the day until it is finished, or use a CENTICAL™ milk measuring cup to prepare your daily milk allowance. You can eat a mini-bag of cornflakes from a CENTICAL™ multi-pack. You can order one of the 3, 4, 5 or 6-CENTICAL™ sandwich (or cake!) at the deli. You can prepare a CENTICAL-ly-sized individual portion package of pasta with sauce. You can make a CENTICAL-ly-sized chicken salad from chopped chicken breast and frozen vegetables from their CENTICAL™ portioned packages, olive oil measured out in the CENTICAL™ bottle cap and mayonnaise measured out in a CENTICAL™ measuring spoon. Whether you make it at home, buy it ready-made or dine out, whether you invest in more



expensive individual portion products or use economy packs with CENTICAL™ measuring tools, just count your CENTICALS™ and you'll do OK.



Won't the CENTICAL™ system require major changes in consumers' shopping habits?

- ✓ *No! Changes in family structure and lifestyle, combined with the search for convenience, are driving more and more consumers to buy food in personal portions.* CENTICAL™ fits into this trend, enlarging the selection of food products offered in personal portions, with the added benefit of contributing to weight control and overall wellness.

Families can continue to enjoy economy size packages, which will be provided with easy to use tools for measuring CENTICAL™ portions.

Will consumers be willing to pay for CENTICAL™ products?

- ✓ *Absolutely. The CENTICAL™ method can be applied to a broad range of products at no significant cost to the end consumer.* Certainly most CENTICAL™ products will be no more expensive than specialized "dietary" or "healthy" foods. Depending on their priorities, consumers will be able to choose between different CENTICAL™ measuring tools, at different price premiums. For example, buying individual 150-calorie milk bottles may be more expensive but also more convenient than measuring out milk from a larger scaled bottle.
- ✓ *Consumers are willing to pay to be healthier.* The CENTICAL™ method fits well into the rapidly growing Wellness industry and offers a significant enhancement to the wellness-oriented lifestyle.
- ✓ Our survey results show that *consumers are willing to spend more on their food while dieting, to compensate themselves for the deprivation.* CENTICAL™ will offer them the opportunity not only to eat modestly but also to splurge, without necessarily breaking their diet.
- ✓ *Consumers are willing to pay for extra convenience.* CENTICAL™ equals convenience for all those millions who want or need to monitor their food intake.

But diet is a psychological issue, and CENTICAL™ doesn't deal with psychological aspects.

- ✓ *On the contrary. CENTICAL™ is ABOUT psychology.* The method is effective because it is flexible. It takes into account our bipolar attitude to food, our need for simplicity, convenience, flexibility and taste. It provides us with a framework to change our eating habits in moderation, increasing our chances for long term success.

So Can CENTICAL™ Help Society Become Leaner?

The CENTICAL™ method is a win-for-all solution to the weight control problem. Assimilating CENTICAL™ into the food culture can indeed help society be leaner.

- ✓ *The simple, standardized and effective CENTICAL™ method can be instrumental in controlling society's obesity problem.* CENTICAL™ was designed with the needs of the majority of the population in mind, even those of us with less than admirable perseverance and self control. If CENTICAL™ can work for the average person, CENTICAL™ can work for society.
- ✓ *Since CENTICAL™ can augment any diet method, there's no reason to delay action until the weight control debate is settled.* Regardless of the ever-changing health fads and expert opinions, endorsing the CENTICAL™ method is a reasonable move for legislators, regulatory authorities and consumer groups.
- ✓ *CENTICAL™ serves everybody's interests – it can work for consumers with ensuing benefits for Food Industry players.* Since food makers, retailers and service providers will benefit from offering it as a service to their customers, CENTICAL™ can have a significant effect on the food culture even without legislative enforcement.
- ✓ *CENTICAL™ will be easy to teach and easy to assimilate – even preschool children can count their CENTICAL™ labels!* With childhood obesity on the rise and increasing awareness of the importance of early education to good nutrition, a weight-control method that even children can understand is of obvious significance.

All roads lead to CENTICAL™. We just happened to be the first to notice.

BUSINESS MODEL

CENTICAL™ is a global concept, applicable to all foods, in all food categories, in all food cultures. Its potential market spans the entire food universe. **CENTRITION will generate its revenues by franchising various components of the business for use by various customers in various geographic territories.** The company's potential customers include all those involved in the food production, packaging and sales chain, including food manufacturers, food wholesalers, food retailers, food service providers, the food packaging industry and even food-related utensil manufacturers.

Since the CENTICAL™ system can be applied on many different dimensions and at many different volumes, **CENTRITION can sell licenses of many different scopes, according to the needs of its different potential customers.** Some customers may want to license the rights to the broad CENTICAL™ concept, adopting sale of foods in nutritional content units as a method of doing business with or without the specific implementations suggested by CENTRITION. Others may want to license the method of selling foods specifically in caloric units, in round caloric units or even in 100-calorie multiples. Others may want a license to use the new CENTICAL™ unit, with or without the CENTICAL™ trademark or a CENTICAL™ stamp. Yet others may want to license the rights to specific caloric measuring tools.

Some customers will want to apply CENTICAL™ methods to a broad range of products. Others will want to be more selective, aiming at specific target markets. For example, retail chains may want to use the CENTICAL™ method with their entire line of private label products. Food manufacturers may want to use the method across the board or only with a narrower selection of food categories. Package manufacturers may want to license the use of caloric packaging. Oil and salad dressing manufacturers may want a license to use bottle caps for caloric measuring. Food service providers such as restaurants or catering businesses may adopt the new CENTICAL™ unit and sell 3, 4, or 10 CENTICAL™ meals. Plastics manufacturers may want to sell CENTICAL™ measuring utensils. And the list of options is endless.

CENTRITION intends to apply a flexible range of trade models, adapted to industry standards. These may include a one-time fee, royalties per volume or per unit sold, fixed fee per product (defined by catalog number or barcode), percentage of growth in sales, etc.

The company aims to offer the various components of the CENTICAL™ system to the industry at attractive terms. We believe that the broad applicability of the CENTICAL™ system guarantees a large volume of deals that will allow the company to thrive.

BUSINESS STRATEGY

CENTICAL™ can be implemented in an infinite number of ways. *The purpose of the company's business strategy is to launch the system in a way that will guarantee its snowballing development.*

One option is to adopt a bottom-up approach, concentrating first on selling narrow-scope licenses for niche markets. For example, we could start by selling plastics manufacturers the rights to make calorie-based measuring jugs for milk or scaled milk bottles, aimed at consumers on calorie-counting diets. Even niche markets such as these are substantial enough in themselves and could serve as a means of introducing the CENTICAL™ concept to the public. Although this is definitely a possible route to market, we believe that the best way to execute the company's business model is to adopt a top-down approach. *Our intention is to launch the CENTICAL™ system on a very large scale, starting with a wide range of popular products simultaneously in a significant number of stores.*

For this end we wish to team with a major player in the food market — a large diversified food manufacturer or a large retail chain that will introduce the CENTICAL™ system through its private label products.

Consumers choose between the options available to them. That's why a large-scale beginning is so important — making the system widely available will create the momentum necessary to drive the CENTICAL™ revolution forward. The company will endeavor to increase publicity of the CENTICAL™ system by gaining the endorsement of regulatory authorities, consumer groups and opinion leaders. We assume that *once the concept is successfully launched and brought to public awareness, there will be a growing market demand for CENTICAL™ products.* This demand will entice other potential customers (food manufacturers, retailers and food service providers) to take a share of the enormous CENTICAL™ potential. We believe that CENTICAL™-based food products will capture a significant and growing share of the global food market.

CENTRITION recognizes that its first customer will be the one to carry the burden of introducing the CENTICAL™ revolution to the public. The first customer will have to invest both in modifying a broad range of products and in the marketing campaign required for the success of the project. By the time other customers launch their CENTICAL™ products they will be tapping into the first customer's success. They will have to invest much less in advertising and PR since there will already be market demand for CENTICAL™ products, and they will be free in their choice of the scope on which to apply the CENTICAL™ concept.

So Why Should Anyone Agree to Be the First to Launch CENTICAL™?

While carrying the largest burden, the first major player to launch CENTICAL™ will also reap the greatest rewards.

- ✓ Because CENTRITION's first customer will enjoy significant commercial privileges:
 - CENTRITION will offer its first customer exclusive rights to the selected range of applications for the period of market penetration, providing it with a golden opportunity to expand its customer base and market share.
 - The company will give its first customer long-term trade advantages, such as unique products and favored pricing and commercial terms.
- ✓ Because being the first in the market with CENTICAL™ products will be an important image booster, constituting a significant competitive edge in a tough market where profit margins are consistently sloping down.
 - The first in the market can come to be associated with the CENTICAL™ concept and be recognized as innovative, pro-consumer and pro-society.
 - CENTICAL™ is likely to be supported by consumer groups, opinion leaders and regulatory authorities. This is a great publicity opportunity.
 - Offering CENTICAL™ products will reposition our first customer as a leader in the wellness-oriented food market.
 - This image boost will help our first customer expand its customer base and strengthen its relations with its own customers and suppliers.
 - CENTICAL™ creates a unique opportunity for branding, attaching significant added value to our first customer's brand name. Successful branding is a powerful tool in the struggle for market share.
 - Enjoying a period of exclusivity, CENTRITION's first customer will be able to present a holistic solution for wellness-oriented consumers within a short time-to-market, becoming a one-stop shop for this huge segment of the market.

The market is flowing in the CENTICAL™ direction, so even if you don't get there first you'll eventually have to be there. There's a lot to gain by taking the lead.

SUMMARY

The CENTICAL™ system is a paradigm shift that provides a holistic solution to the well-recognized needs of a huge and rapidly growing market. CENTICAL™ offers the food manufacturer or retailer a singular opportunity to increase both market share and profit margins.

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Claims:

1. A method of marking the content of substances of a food product comprising identifying on package of said food product a quantity of at least one substance present in said food product per a predetermined number of calories characterizing said food products.
2. A food package implementing the method of claim 1.
3. A method of marking a relative price of a food product comprising identifying on a package of said food product a price per a predetermined number of calories characterizing said food products.
4. A food package implementing the method of claim 2.

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